

September 15th . . . Ten Cents

# Maclean's

*Canada's National Magazine*



Jefferson Crallé—Benge Atlee—Guy Weadick—Will R. Bird





**MAN ALIVE!** . . . Have you forgotten the fun of driving?

Away ahead of the crowd. Out where the breeze is cool and real. Where the only sound is your purring motor and the excited little laugh of her beside you. You agree now that in the forward and backward of the coming left. Then glide down the path of your headlights with the whistle of wind in your ears.

Have you forgotten Ethyl's? Drive to the nearest Ethyl pump and tell them to "fill 'er up." The night is young!

your car will be, as soon as it gets the feel of Ethyl's life-extending power. Park your hats at home and let's go ahead!

P.S. May we tell that people who use Ethyl's motor fuel through the wire find that it also runs their motor? Ethyl Gasoline Corporation, New York, City.



Advertisement for Ethyl Gasoline



**NOW**  
10¢ or 20¢ depending on  
only **2¢** per gallon  
over "regular"

**NEXT TIME STOP AT THE ETHYL PUMP**



**HOW'S YOUR BREATH TODAY?**

Any woman, any man, who fails to keep the breath beyond suspicion is headed for neglect.

The condition of your breath should be your first consideration—every day. Nothing soils others, even loved ones, like a case of halitosis (unpleasant breath).

Why grieve about your breath? Why not make sure that it is sweet, wholesome, agreeable? So much depends on it—popularity, friendships, the affection of others, happiness, and peace of mind.

And it is so easy to be sure! Simply

rinse the mouth with Listerine.

Listerine is antiseptic and therefore instantly kills fermentation of any food particles in the mouth and on the teeth and gums—the cause of 90% of breath odors. Having thus struck at the cause of odors, Listerine gets rid of the odors themselves.



Try now that Listerine instantly overcomes odors that ordinary mouth washes cannot conquer in 12 hours.

Begin today to make your breath agreeable. Every morning and night, and between times before social or business engagements, use Listerine. Listerine Pharmaceutical Company, Toronto, Ont.

**LISTERINE**

instantly conquers halitosis (bad breath)

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Martinez &amp; Muenzer • Barbiturates III, 2003



















































































"From  
now  
on  
it's  
mine..."

• Many a life romance begins with a simple snapshot. And this year's snapshots are the best ever. More natural, more expressive, because of a new kind of film. With Kodak VERICHROME Film, bright sun isn't necessary. People needn't pose or squint. You take them just as they are, wherever they happen to be. Verichrome is double-coated, with one coating for dull light another coating for bright. And the pictures are great. Today, try a roll of Verichrome—in the yellow box with checkered stripes. It *double-guards* snapshot success. Canadian Kodak Co., Limited, Toronto, Ontario.



VERICHROME  
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